

# WHAT MEN WILL WEAR THIS FALL AND WINTER

## FIRST REVIEW OF MEN'S AND YOUNG MEN'S STYLES FOR 1910 THE SURPRISE STORE'S FORMAL FALL AND WINTER OPENING

**H**ERE is a message of surpassing import to the Men of Bridgeport. We have arranged a Fall and Winter Style Show which includes every innovation in the way of fashionable apparel and dress requisites for men of taste. Our assortments of Men's and Young Men's Smart Clothes cover the complete range of all that is proper and preferred in style ideas for the new season. An early inspection will prove to your pleasure and profit. We'll be pleased to show you all the new styles and latest fashions.



The Kent Model  
Fall and Winter, '09-'10

### Men's Fall and Winter Suits

A COMPREHENSIVE showing of the latest models in approved fabrics and popular patterns styled and tailored in a manner certain to please. Our high stock includes the greatest variety of fabrics and models ever shown. A truly wonderful display of new weaves in beautiful patterns and color combinations. Every garment is manufactured under our own direct supervision in our own wholesale tailor shop and is guaranteed in every respect absolutely—the prices on Men's Suits range as follows:

**\$7.50, \$10, \$12, \$15,  
\$18, \$20**

### Young Men's College Suits

A COLLECTION of nobby, natty models, brimming over with snap and style with all the little kinks and finer touches which the dressy chap demands in his clothes.

New Autumn fabrics and patterns in the newest college styles—every garment in our Young Men's stock shows the clever ideas of our designers—they are sure to please any young fellow—there's a big selection of classy new patterns and colors to choose from—your own individual ideas in clothes can be found here.

Prices on Young Men's Suits (sizes 14 to 19) range as follows:

**\$5, \$7, \$8.50, \$10  
\$12, \$15**



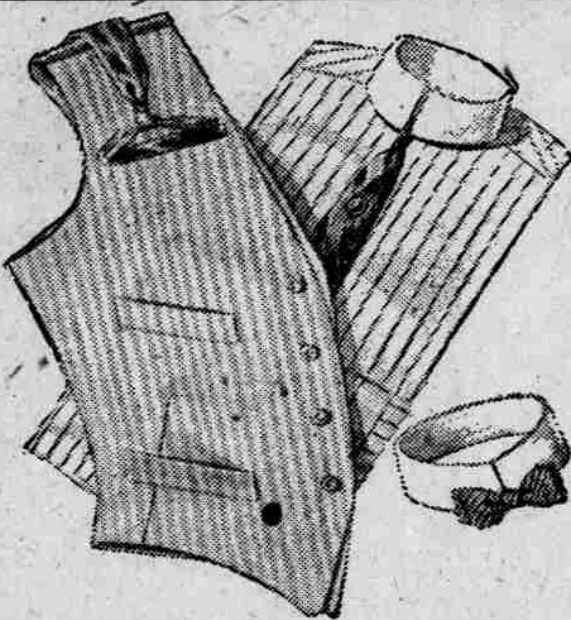
The Rockford Model  
Fall and Winter, '09-'10



### MEN'S AND YOUNG MEN'S Fall Hats

Few exclusive Hat Stores show an assortment equal to ours—and as to the qualities and the values—ask a man who has worn a "Surprise Hat"—we are now displaying every new shape and color that fashion decrees, in both Soft Hats and Derbies—you can surely find just the Hat that pleases and becomes you best in our stock—every hat at every price is fully guaranteed, all the new styles at the following prices:

**98c, \$1.45, \$1.95, \$2.45**



### New Effects in Waistcoats and Cravats

The smaller details of Men's Apparel have also had our closest attention we are now ready to have you pass your judgment on our selections and feel positive of your decision. Our stocks in all the smaller lines are absolutely complete—every item new and of the best quality.

Gloves for every occasion—dress or daily wear—greys and tans—in various shades and weights—and all in sizes to fit properly—a very important part in glove buying—the prices are as follows:—

**\$1, \$1.15, \$1.49.**

Solid colors in Men's Half Hose lead in favor again this fall—we show over a dozen rich shades in various qualities—our staple numbers are well known for their extra wear resisting qualities—three grades as follows:—

**25c, 12c, 49c.**



### TOP-COATS

There's a lot of style and comfort in our new Topcoats—just the thing to wear cool nights and mornings—and they're cleverly fashioned in a variety of fabrics, some somber and dignified, others with a little more dash and color; styles to please the younger fellows as well as middle aged conservative men—the prices range as follows:

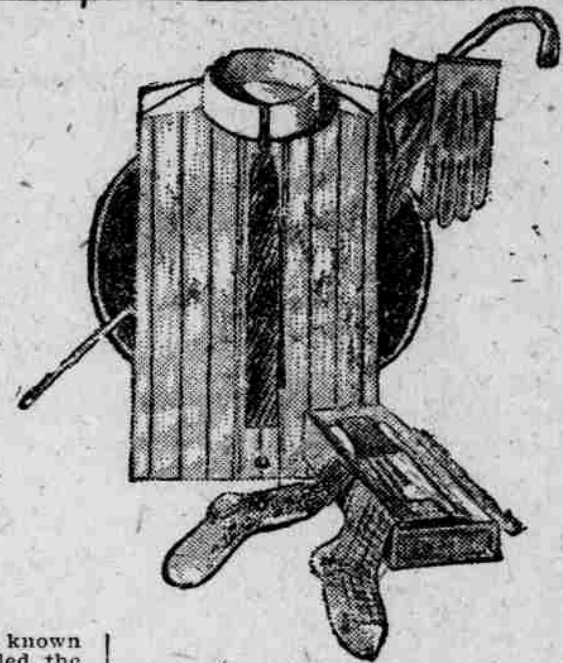
**\$7.50, \$10, \$12, \$15,  
\$18, \$20**

### Shirts, Hosiery and Gloves

Fashion this Fall offers every one an opportunity to choose from many smart styles in Cravats and Waistcoats—you'll be surprised at the many clever introductions—all a little different from last season—but quiet and dignified—appealing to both the conservative dresser and younger men.

In addition to our other well known brands of shirts, we have added the Celebrated Star brand—you well know the merit of these goods—we'll show you everything that is new in shirts at prices ranging as follows:—

**\$1.50, 98c, 69c, 49c.**



Our assortment of Fancy Vests includes every new model, fabric, coloring and pattern that is new and proper—we'll be glad to show them to you priced as follows:—

**98c, \$1.49, \$1.98, \$2.45.**

### Men's and Young Men's Raincoats

Handsome, serviceable garment for rain or shine—look well any day in any company, because so far above the raincoat average. Every man really needs and should have a garment of this nature—they're all that you could expect of a medium weight overcoat with the advantage of being rainproof added—we show many new shades and patterns in a long semi form fitting model at the following prices:

**\$10, \$12, \$15, \$18, \$20.**

### Men's and Young Men's Trousers

In addition to a wide variety of colors and patterns, our Trouser stock commends itself to every man who demands the greatest amount of style and quality at popular prices—we know we can fit every man perfectly no matter how tall or short or stout he may be—the newness of many colors and patterns is an attractive feature—the prices range as follows:

**\$1.50, \$2, \$2.50, \$3.50, \$4, \$5, \$6.50.**

ALL ARE INVITED MOST  
CORDIALLY TO AT-  
TEND OUR OPENING AND  
INSPECT THE NEW SEA-  
SON'S OFFERINGS

**THE SURPRISE STORE**  
NEW YORK BRIDGEPORT  
FOUR STORES  
1119-1123 MAIN STREET SECURITY BUILDING

See Our Other Ad. announc-  
ing this week's "Surprise  
Special Sale No. 496" else-  
where in this paper, enumer-  
ating special offers for this  
week.